





Maricopa County 2012-2017 Community Health Improvement Plan (CHIP)

Framework Foundation Vision: Empowered communities working together to reach optimal health and quality of life for all.

Goal: To strategically impact the current top five health priorities of Maricopa County—Obesity, Diabetes, Cardiovascular Disease, Lung Cancer, and Access to Care — through collaboration of public and private partnerships.

1.) The Maricopa County CHIP framework is aligned with the National Prevention Strategy and Arizona Chronic Disease Strategic Plan, both of which emphasize the importance of coordinating efforts to further common goals related to wellness and prevention. These plans address chronic disease in places where people spend significant amounts of time:

- Where We Learn (Education)
- Where We Work (Worksites)
- Where We Live (Community)
- Where We Receive Care (Healthcare)

Key		Revised 7/3/13
Community Partner Teams		
Education		Community 
Healthcare		Worksites 

The CHIP is anchored on the premise that all sectors must work collaboratively to address the health priorities defined within these sectors. This collaboration enables us to build and strengthen the capacity of public health to prevent chronic disease and promote wellness.










2.) Focuses on interventions that can help manage chronic diseases and access to care by addressing tobacco use, physical activity, nutrition, and linkages to care in a more coordinated and focused way.
















3.) Incorporates both community-based and Maricopa County Department of Public Health (MCDPH) program strategies.




4.) Uses an evidence-based framework with measurable objectives to track progress on strategies over the next five years. Objectives will be tracked and reported on a quarterly basis. Based on the details of the CHIP report, the MCDPH evaluation team will provide both an ongoing progress report, as well as intermittent outcome evaluations.

5.) The Maricopa County Department of Public Health (MCDPH) has organized the CHIP Framework into five main categories: 1.) Needs assessment; 2.) Coordination of public health partnerships; 3.) Implementation of strategies, especially evidence-based; 4.) Coordination of communication; and 5.) Evaluation of efforts. Strategies under these categories have been developed by MCDPH by studying the goals and objectives derived by both internal program staff as well as those identified by community partners and align with the Arizona Chronic Disease Strategic Plan.

Category 1: Assess Needs

Strategy	Public Health Priority Issue	Risk Factor/ Determinant	Workgroup Agency/ Team Participants	Cloud	Objective
1.1 Conduct community health needs assessments	Obesity Diabetes Lung Cancer Cardiovascular Disease Access to Care	Nutrition Physical Activity Tobacco Use Linkage to Care	MCDPH		By June 30, 2013, the Office of Performance Improvement will conduct a community health needs assessment (CHNA) on a five-year cycle in cooperation with non-profit hospitals, federally qualified community health centers, universities, foundations, and community partnering organizations.
					By June 30, 2013, the Office of Community Empowerment will conduct an assessment of services and needs of children with special health care needs.
1.2 Involve chronic disease epidemiology in surveillance and planning activities	Obesity Diabetes Lung Cancer Cardiovascular Disease	Nutrition Physical Activity Tobacco Use Linkage to Care	MCDPH		By June 30, 2013, the Office of Epidemiology will provide natality, morbidity, mortality, and behavioral data for the community health needs assessment (CHNA) on a five-year cycle.
					By June 30, 2013, the Office of Epidemiology will provide annual surveillance data on the agreed upon common health indicators for the priority issues by demographic groupings.
1.3 Develop and implement community health improvement plans	Obesity Diabetes Lung Cancer Cardiovascular Disease Access to Care	Nutrition Physical Activity Tobacco Use Linkage to Care	MCDPH		By March 2013, the Office of Performance Improvement will coordinate a collaborative, community-based community health improvement plan to be updated annually and revised every 5-years based on the CHNA.
1.4 Develop infrastructure to support county-wide health data needs and sharing	Obesity Diabetes Lung Cancer Cardiovascular Disease Access to Care	Nutrition Physical Activity Tobacco Use Linkage to Care	Co. Partners: Data (Education) AZ Dept. of Health Services; MCDPH		By June 30, 2014, Data Education Cloud partners will create an online tracking system for wellness programs and policies in schools (connected to the clouds) will be available to all.
			Co. Partners: Data (Health Care) Team AZ Dept. of Health Services ; St. Luke's Health Initiatives; Banner Health; Scottsdale Healthcare		By June 30, 2014, data users in Maricopa County will be able to access specific (i.e. zip code, ethnicity, age-adjusted) health-related data from a centralized data system updated annually by working collaboratively with the Qualitative and Quantitative Data groups.
			MCDPH		By June 30, 2013, the Office of Epidemiology will have two program staff trained in GIS to provide map requests of priority diseases with available data to assist in the communication of community health status.
					By June 30, 2013, the Office of Epidemiology will provide 10 data requests, including GIS analyses, to MCDPH and community stakeholders for planning, grant writing, surveillance, and evaluation.







Category 2: Coordinate Public Health Partnerships					
Strategy	Public Health Priority Issue	Risk Factor/ Determinant	Workgroup Agency/ Team Participants	Cloud	Objective
2.1 Coordinate opportunities for community-engaged and health department coalitions	Obesity Diabetes Lung Cancer Cardiovascular Disease Access to Care	Nutrition Physical Activity Tobacco Use Linkage to Care	Co. Partners: Health Systems & Community Coordination		By June 30, 2014, the Health Systems and Community Coordination Team will have developed and shared a gap analysis of Maricopa County’s health care system. <i>This objective is currently inactive</i>
			Co. Partners: Together We Can City of Phoenix; Arizona Public Health Association; Native Health; First Things First; MCDPH		By June 30, 2014, increase partner meeting attendance through strategic outreach & engagement of 20 new committed partners within the 5 priority areas.
			MCDPH		By March 2013, the Office of Community Empowerment will create cross-jurisdictional workgroups to improve department performance while coordinating implementation of departmental CHIP activities.
					By March 2013, the Office of Community Empowerment will coordinate ongoing workgroups engaging community members into public health efforts and processes to identify community needs, barriers, issues, and to leverage resources and capacity between partners.
					By June 30, 2014, the Office of Community Empowerment will develop a mechanism to effectively track MCDPH community partners.
2.2 Impact public policy and system approaches by engaging decision-makers	Obesity Diabetes Lung Cancer Cardiovascular Disease Access to Care	Nutrition Physical Activity Tobacco Use Linkage to Care	Co. Partners: Healthy Arizona Leadership MCDPH; Arizona Small Business Association; Viridian Health Management; AZ Dept. of Educ.		By June 30, 2014, the Healthy Arizona Leadership team will document 10 Maricopa County leaders will have committed to be a comprehensive worksite wellness “champion.”
			MCDPH		By June 30, 2014, the Offices of Public Health Policy and Tobacco and Chronic Disease Prevention will work with the Phoenix Parks and Recreation Board to pass one smoke-free policy for all City of Phoenix Parks and Recreation facilities.
					By June 30, 2014, the Office of Oral Health will educate a minimum of 4 community advocacy groups in Maricopa County identified by the Community Cloud members about the importance of oral health to overall health.
					By June 30, 2014, the Health Care Cloud will identify 3 policy makers or state legislators who are invested in future dental health policies.
					By June 30, 2014, the Offices of Public Health Policy and Nutrition and Physical Activity, along with the cooperation of the City of Phoenix, will implement at least one evidence-based policy within the city which improves access to and availability of healthy food and beverages.
2.3 Increase awareness and usability of community assets and resources, especially to underserved populations	Obesity Diabetes Lung Cancer Cardiovascular Disease Access to Care	Nutrition Physical Activity Tobacco Use Linkage to Care	Co. Partners: Worksite Wellness Warriors		By June 30, 2014, the Worksite Wellness Warriors will provide all Maricopa County companies with access to best practices/toolkits relevant to the company size (small, medium, large) related to developing a comprehensive worksite wellness model. <i>This objective is currently inactive</i>
			Co. Partners: Health Systems & Community Coordination Team		By June 30, 2014, the Health Systems and Community Coordination Team will have developed and shared a gap analysis of Maricopa County’s health care system. <i>This objective is currently inactive</i>
			Co. Partners: Community Health Resources City of Phoenix Fire Dept.; Arizona Living Well Institute, MCDPH, Native Health		By June 30, 2014, partner with one clinic in Maricopa County to develop a systematic referral system for patients with chronic disease that promotes access to care, health education, disease prevention, and wellness resources.
			MCDPH		By June 30, 2014, the Find Help Phoenix team will increase the number of website hits on FindhelpPhoenix.org by users in Maricopa County by 300% over baseline. <i>COMPLETE</i>
					By June 30, 2014, the Office of Community Empowerment will mobilize a council of providers, parents and caregivers of children and youth/young adults with special health care needs that will coordinate policy promotion efforts that affect this population.


2.4 Create a toolbox for best practices, resources, learning modules, & data sharing	Obesity Diabetes Lung Cancer Cardiovascular Disease Access to Care	Nutrition Physical Activity Tobacco Use Linkage to Care	MCDPH	 By June 30, 2014, the Education Cloud will launch a comprehensive wellness and health education website that links to existing evidence based resources available to the entire community.
			Co. Partners: Coordinated Best Practices & Shared Data Arizona Living Well Institute; Town of Gila Bend; AZ Dept. of Health Services	 By June 30, 2014, the Coordinated Best Practices & Shared Data team will create an online database available for Maricopa County worksites sharing locally used strategies and outcome data.
			Co. Partners: The Go To Guys City of Phoenix Fire Dept.; AZ. Dept of Health Services; Arizona Living Well Institute	 By June 30th, 2014, the Go To Guys will promote a web based central data source of community resources for Maricopa County residents.
			MCDPH	 By June 30, 2014, the Office of Performance Improvement will launch a database on the website of evidence-based strategies currently available in public health.
				 By June 30th, 2014, the Office of Nutrition and Physical Activity will create one worksite wellness resource guide (based on the CDC Health Scorecard) for all Maricopa County employees.
				 By June 30, 2014, the Health Care Cloud will produce a searchable database that contains the primary contact information of at least 50% of the Maricopa County licensed health care facilities.
				 By June 30, 2014, the Office of Health Promotion and Education will create a curriculum for 2 employee services refresher courses every 6 months, to increase awareness of internal/external resources.
				 By June 30, 2014, the Health Care Cloud will coordinate with MCDPH leadership and partners to approve one evidence-based toolkit for each of the five health priorities for health care provider use.

Category 3: Implement strategies, especially evidence based, PSE (Policy, Systems, and Environmental) strategies					
Strategy	Public Health Priority Issue	Risk Factor/ Determinant	Workgroup Agency/ Team Participants	Cloud	Objective
3.1 Establish sites for community gardens in institutional settings and/or underserved areas	Obesity Diabetes Cardiovascular Disease	Nutrition	Co. Partners: The Leveragers City of Phoenix Fire Dept.; Arizona Living Well Institute; Health e-Options, LLC; AZ Dept. of Health Services <		

3.3 Make the healthy choice the easy choice at AZ worksites	Obesity Diabetes Lung Cancer Cardiovascular Disease Access to Care	Nutrition Physical Activity Tobacco Use Linkage to Care	MCDPH	<ul style="list-style-type: none"> By December 31, 2013, the Worksite cloud members (in conjunction with the Good & Bad News Bears) will analyze a survey completed by at least 50% of Maricopa County Employees assessing barriers to health and wellness.
			<div>Co. Partners: Good & Bad News Bears</div> <div>Health e-Options, LLC; Web PT; Maricopa Integrated Health System; Cigna; Kyrene School District; City of Glendale; Special Devices, Inc.</div>	<ul style="list-style-type: none"> By June 30, 2014, a survey coordinated by the Good & Bad News Bears will reveal that 5% of employees throughout Maricopa County will demonstrate a change from pre-contemplation to action in terms of wellness program engagement. <i>Under Revision</i>
			<div>Co. Partners: Empowerment Thru Policy</div> <div>AZ Dept. of Health Services; Maricopa Community Colleges; MCDPH; City of Tempe; Maricopa County Employee Wellness</div>	<ul style="list-style-type: none"> By June 30, 2014, the Empowerment Through Policy group will increase the number of existing worksites with comprehensive wellness policies by 5.
			MCDPH	<ul style="list-style-type: none"> By June 30, 2014, the Office of Nutrition and Physical Activity will promote worksite wellness by providing access for MCDPH employees to at least ten healthier snack options through the Healthy Snack Shack Program. <i>COMPLETE</i>
			MCDPH	<ul style="list-style-type: none"> By June 30, 2014, the Office of Nutrition and Physical Activity will expand healthy vending program to two additional campuses in Maricopa County.
			MCDPH	<ul style="list-style-type: none"> By June 30, 2013, the Offices of Nutrition and Physical Activity and Public Health Policy will establish voluntary nutrition guidelines for foods at meetings, events, and vending machines in Maricopa County worksites. <i>COMPLETE</i>
			MCDPH	<ul style="list-style-type: none"> By June 30, 2014, the Office of Nutrition and Physical Activity will provide five or more nutrition hand-outs and resources that support the healthy foods resolution for Maricopa County employees.
			MCDPH	<ul style="list-style-type: none"> By June 30, 2014, the Office of Tobacco and Chronic Disease Prevention will provide trainings to 45 workplaces in Maricopa County to promote the Chronic Disease Self-Management Program, Arizona Smokers' Helpline (AshLine), and smoke-free policies.
			MCDPH	<ul style="list-style-type: none"> By June 30, 2014, the Office of Public Health Policy will collaborate with the PHitness Committee to create a document containing recommendations for healthy worksite policies applicable to MCDPH.
			MCDPH	<ul style="list-style-type: none"> By June 30, 2014, the Office of Public Health Policy will launch the Healthy AZ Program.
3.4 Support a highly performing, competent, public health workforce	Access to Care	Linkage to Care	Co. Partners: Titan Trainers	<ul style="list-style-type: none"> By June 30, 2014, the Titan Trainers will offer the top 10% of high volume provider offices/clinics within Maricopa County, defined by patient panel, culturally competent whole health (mental/physical) training to include promoting access to local cultural competency community resources. <i>This objective is currently inactive</i>
3.5 Designing healthy communities: Built Environment	Obesity Diabetes Lung Cancer Cardiovascular Disease Access to Care	Nutrition Physical Activity Tobacco Use Linkage to Care	Co. Partners: Team Impact Arizona State University; MCDPH; Livable Communities Coalition; Arizona Dept. of Transportation; Scottsdale Healthcare	<ul style="list-style-type: none"> By June 30, 2014, the community design toolkit will be disseminated to a minimum of 4 "champions" and 40 partners.
3.6 Integrate health in all policies in community design	Obesity Diabetes Lung Cancer Cardiovascular Disease Access to Care	Nutrition Physical Activity Tobacco Use Linkage to Care	MCDPH	<ul style="list-style-type: none"> By June 30, 2013, the Office of Public Health Policy will conduct at least one Health Impact Assessment (HIA) training to develop HIA practitioners.
				<ul style="list-style-type: none"> By June 30, 2014, the Office of Public Health Policy will work with partners to incorporate at least one evidence-based Healthy Community Design principle into the general plan of at least one major city in Maricopa County (Phoenix, Tempe, Mesa, or Scottsdale).
				<ul style="list-style-type: none"> By June 30, 2014, the Office of Public Health Policy in conjunction with the City of Phoenix will establish community design standards to make streets safe for all users, including pedestrians, bicyclists, and users of public transit.

<p>3.7 Create healthy school environments with School Health Advisory Councils, School Health Improvement Plans, and parental involvement, and training</p>	<p>Obesity Diabetes Lung Cancer Cardiovascular Disease Access to Care</p> <p>Nutrition Physical Activity Tobacco Use Linkage to Care</p>	<p>Co. Partners: Health In All Policies City of Phoenix; St. Luke's Health Initiatives; Az. Dept. of Health Services; Mercy Care/Aetna; MCDPH</p>	<p>By June 30th, 2014, a minimum of 5 parks and recreation programs with income-sensitive scholarships or fees will be entered into findhelpphx.org.</p> <p>By June 30, 2014, the Office of Nutrition and Physical Activity will develop and lunch on the ONPA webpage at least three nutrition and physical activity curricula and collateral resources for use by teachers K-8.</p> <p>By June 30, 2014, the Office of Public Health Policy will train 100 parents to become Parent Ambassadors.</p> <p>By June 30, 2014, the Office of Tobacco and Chronic Disease Prevention will fund 90 mini-grants to schools who included plans in their School Health Improvement Plan (SHIP) to improve in areas related to the Arizona Chronic Disease State Plan for 2012-2015 and/or the coordinated school health model.</p> <p>By June 30, 2014, the Office of Tobacco and Chronic Disease Prevention will contract with 110 schools to complete the School Health Index.</p> <p>By June 30, 2014 an education cloud subcommittee will have developed a tracking tool to record Maricopa County schools' wellness policies, infrastructure (i.e. SHACs and/or wellness council(s)) and other current wellness activities.</p> <p>By June 30, 2014, the Office of Community Empowerment will enlist 10 schools enrolled in the Safe Routes to School program to implement a helmet required policy for 100% of students who roll to school (bike, roller-skate/blade, scooter, skateboard, etc.).</p> <p>By June 30, 2014, the Office of Nutrition and Physical Activity, in collaboration with the University of Arizona Cooperative Extension and Arizona State University, will provide a 1 day training at ASU with credit hours to Maricopa County SNAP-Ed School district staff on the Local Wellness Policy. <i>COMPLETE</i></p>
<p>3.8 Identify and promote model school-based wellness practices locally</p>	<p>Obesity Diabetes Lung Cancer Cardiovascular Disease Access to Care</p> <p>Nutrition Physical Activity Tobacco Use Linkage to Care</p>	<p>MCDPH</p>	<p>By June 30, 2014, the Education Cloud will publish a complete list of MCDPH school-based programs to be used as a reference tool by school nurses Maricopa County school districts.</p> <p>By June 30, 2014, the Child Care Health Consultant program will update the Arizona Child Care Health and Safety Policy Manual with input from First Things First, the Arizona Department of Health Services Bureau of Child Care Licensing, Child and Adult Care Food Program, and the Arizona Child Care Association.</p> <p>By June 30, 2014, the Child Care Health Consultant program, in collaboration with the Arizona Child Care Association and Rio Salado Community College, will offer online child care health and safety curricula that can be accessed by child care providers in order to gain continuing education credits for the Arizona Department of Health Services Bureau of Child Care Licensing and potentially college credit.</p> <p>By June 30, 2013 MCDPH Policy Office will coordinate and host a school-related policy learning opportunity for the Internal Education Cloud to improve their understanding on school policy at all levels.</p>
<p>3.9 Improve clinical-community linkages ensuring that communities support and clinics refer patients to programs that improve management of chronic conditions</p>	<p>Obesity Diabetes Lung Cancer Cardiovascular Disease Access to Care</p> <p>Nutrition Physical Activity Tobacco Use Linkage to Care</p>	<p>MCDPH</p>	<p>By June 30, 2014, the Office of Tobacco and Chronic Disease Prevention will train 50 community members on Basic Tobacco Intervention Skills.</p> <p>By June 30, 2014, the Office of Community Empowerment will mobilize a council of providers, parents, and caregivers of children and youth with special health care needs to coordinate policy promotion efforts that affect this population.</p> <p>By June 30, 2014, the Office of Tobacco and Chronic Disease Prevention will train 50 healthcare professionals on Basic Tobacco Interventions Skills.</p>
<p>3.10 Implement chronic disease-based prevention and treatment protocols and/or self-management programs</p>	<p>Obesity Diabetes Lung Cancer Cardiovascular Disease Access to Care</p> <p>Nutrition Physical Activity Tobacco Use Linkage to Care</p>	<p>MCDPH</p>	<p>By June 30, 2014, the Office of Nutrition and Physical Activity will create new Empower Pack standards to strengthen child care center standards around chronic disease prevention.</p> <p>By June 30, 2014, the Office of Tobacco and Chronic Disease Prevention will conduct a pilot project to incorporate AshLine referrals into a healthcare practitioner's electronic health records.</p> <p>By June 30, 2014, the Office of Tobacco and Chronic Disease Prevention will contract with Wesley Health Center to implement a promotora-led hypertension self-management curriculum and support program.</p> <p>By June 30, 2014, the Office of Tobacco and Chronic Disease Prevention will provide training materials and follow-up to 111 health care providers assisting them with developing referral mechanisms for AshLine and chronic disease self-management programs.</p>
<p>3.11 Implement smokefree environments</p>	<p>Lung Cancer Cardiovascular Disease</p> <p>Tobacco Use</p>	<p>MCDPH</p>	<p>By June 30, 2014, the Office of Tobacco and Chronic Disease Prevention will create a listing of smoke-free apartment complexes.</p> <p>By June 30, 2014, the Office of Tobacco and Chronic Disease Prevention will update the smokefree apartment complex list monthly on AZ Smokefree Living website.</p> <p>By June 30, 2014, the Office of Tobacco and Chronic Disease Prevention will invite 380 apartment complexes in Maricopa County that have expressed an interest in becoming smoke free to participate in trainings and/or educational workshop(s).</p>

Category 4: Coordinate Communication					
Strategy	Public Health Priority Issue	Risk Factor/ Determinant	Workgroup Agency/ Team Participants	Cloud	Objective
4.1 Coordinate, create, and distribute messaging to impact healthy communities	Obesity Diabetes Lung Cancer Cardiovascular Disease Access to Care	Nutrition Physical Activity Tobacco Use Linkage to Care	Co. Partners: Public Health Messengers MCDPH; Scottsdale Healthcare; AshLine; Wesley Health Center; Magellan Health Services; Mercy Care Aetna; Bridgeway Health Solutions		By June 30, 2014, the Public Health Messengers team will develop and share a prevention and healthy living communication toolkit with messaging that is culturally relevant to facilitate action and linkages to care.
					By June 30, 2014, at least two participants from each cloud group that work in programs impacted by the Affordable Care Act will have established a standing monthly meeting to discuss issues pertaining to the implementation of the Affordable Care Act components and their impact on MCDPH.
					By June 30, 2014, members of the Affordable Care Act team will have received at least three hours of targeted instruction on the major elements of the Affordable Care Act.
					By June 30, 2014 the Office of Epidemiology will draft guidelines pertaining to the prevention of animal and insect-borne disease threats in Maricopa County for the school wellness guidebook.
					By June 30, 2014 the Office of Preparedness and Response will have hosted at least 24 conference calls (at least 2 calls per month) to discuss health topics, emergency preparedness, and linkage to community resources for “hard to reach” populations in Maricopa County, that targets non-native English speakers, ethnic minorities, elderly, faith-based, and government agencies.
			MCDPH		By June 30, 2014, the Office of Preparedness and Response will make available 6 Inside Story newsletters (one newsletter every two months) for distribution that highlights relevant MCDPH-partner activities, upcoming events, trainings, and linkage to health-related resources specifically for “hard to reach populations” in Maricopa County, that targets non-native English speakers, ethnic minorities, elderly, faith-based, and government agencies.

Category 5: Evaluate Efforts					
Strategy	Public Health Priority Issue	Risk Factor/ Determinant	Workgroup Agency/ Team Participants	Cloud	Objective
5.1 Evaluate both process and outcomes of change effort	Obesity Diabetes Lung Cancer Cardiovascular Disease Access to Care	Nutrition Physical Activity Tobacco Use Linkage to Care	Co. Partners: Data (Education) AZ Dept. of Health Services; MCDPH		By June 30, 2014, the Data team from the Education cloud will create an online tracking system for wellness programs and policies in schools (connected to the clouds) will be available to all.
				All	By June 30, 2013, the Office of Performance Improvement will provide quarterly monitoring for evaluation of CHIP plans.
				All	By June 30, 2014, the Office of Performance Improvement will conduct 3 evaluation trainings for MCDPH staff and community partners.